RJ Reynolds
Tobacco Company

Mark Young
New York Metro

February 2, 1998

To: All NY Metro Retail Managers

Subject: Supermarkets / Doral Business

Dear Managers,

Since early 1st quarter 1997, the company has been attempting to minimize the use of "coupons" nationally due the cost vs. doing an in-store buy-down. As a region, NY Metro has definitely been ahead of national due to the fact that 90% of our total doors are independent (where the blackline/sticker program works extremely well).

While doing division reviews with the division managers, one area has surfaced with true opportunity. That is our Doral business, where almost 25% of the region's total doral sales take place in Supermarkets. At the same time, this is the class of trade where Doral enjoys the highest share when compared to GPC, BASIC, Etc. The problem is that this is where Doral is losing the most share to our competitors.

If we encounter a supermarket where GPC or Basic is discounting ..... and we cannot use a vpr, then it is **perfectly acceptable** for your Retail Representatives to place coupons. We can promote Doral in any supermarket that is not PMX or Lockout. This includes Shoprite, Pathmark stores with a level 1 contract, most Foodtown stores, Acme, Edwards, Stop & Shop, Etc.

With just a little attention by the Retail Representatives, Doral will respond with positive share movement. At the same time, we need to make sure that all approved Doral brand styles are labeled (and stocked) on all package fixtures (RJR & PM) and most importantly, on all carton fixtures.

At your next meeting with the Retail Representatives, make sure to discuss these Doral Supermarket strategies with the group. If you have any questions, don't hesitate to give me a call.

Sincerely,

Mark Young

cc: DM's , Kam's, McHugh, O'Rourke

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Source: https://www.industrydocuments.ucsf.edu/docs/tjdp0000